



# Austin Texas



## LONE STAR LUXURY

### Regional Information

Central Texas is a metropolitan region of 1.4 million people with an amazing mix of commerce and creativity that's unlike any other in the country. It consistently ranks at the top of lists for "best place to live," "best place to work" and "best place to relocate" year after year.

### Education

With its many area universities and colleges, its award-winning public and private schools and its penchant for churning out some of the smartest people on the planet, Austin might seem a little daunting when it comes to figuring out where you or your children are going to fit into this buzzing hive of learning.

AUSTIN RANKED SIXTH MOST EDUCATED U.S. METRO AREA. The latest U.S. Census found that nearly 40% of Austin area residents age 25 and over hold a bachelor's degree, well over the national average of 27.5%. The University of Texas and seven other public and private universities and colleges in the metropolitan area boast a combined enrollment of over 127,000, providing an ample supply of well-educated workers to area employers.

Highly rated elementary & secondary schools contribute to both quality of life and the beginnings of exceptional labor pools to come. Austin area households enjoy diverse options in education, including 29 public school districts, 17 charter schools and 69 private schools. The University of Texas and seven other public and private universities and colleges with a combined enrollment of over 118,000 provide an ample supply of well-educated workers to area employers. Within 200 miles of Austin, an additional 67 four-year colleges and universities enroll over 360,000 students. Nearly 40% of Austin area residents age 25 and over hold a bachelor's degree.

### Recreation

Austin is a creative community filled with designers, painters, sculptors, dancers, filmmakers, musicians and artists of all kinds. Austin has more live music venues per capita than anywhere else in the nation. Today, our city hosts nearly 200 venues and is home to thousands of musicians. Which means you can catch a show any day of the week, at almost any time.

In addition to the venues, Austin hosts many nationally recognized annual events including the three day ACL fest in Zilker Park featuring eight stages and 130 bands and South by Southwest which showcases the best in independent film, music and interactive from around the world.

Austin has its own professional symphony, ballet and opera companies, dozens of theaters, dance companies, vocal ensembles & orchestras producing events year-round. Art museums, galleries galore and beautiful gardens replete with sculptures.

Thanks to incomparable cuisine, diverse local artists, and eclectic shopping, Austin is known as one of the most unique destinations in the country. Newcomers will find one-of-a-kind shopping finds in downtown Austin with an eclectic array of shops and boutiques. Or visit Austin's second downtown. That's what many are calling The Domain and its 304-acre, thoughtfully planned community that's setting new standards in urban development. The Domain brings the best of Austin to one single, urban location and offers impeccable restaurants and luxury shops.

A big part of Austin's culture is the great outdoors. With Hill Country vistas outside the city and Lady Bird Lake in the center of town, Austin has miles of hike and bike trails, more than 200 parks and around 300 days of sunshine each year. We're host to the Austin Marathon & Half Marathon, with more than 11,000 participating runners from around the country. And Austin was recently named the nation's No. 1 golf destination by CNN.com.

Many Austinites enjoy playing a variety of sports, but others like to watch. The area has numerous opportunities to join the crowds as a spectator of exciting local sporting events. The University of Texas and the Big 12 Conference offer collegiate sports with nationally ranked programs in football, basketball, baseball, swimming, track and field, volleyball and more.

The Austin Ice Bats, a CHL professional hockey team named after the world-famous free-tailed bats that live under Austin's Congress Avenue Bridge, play at the Travis County Exposition and Heritage Center.

The Austin Wranglers, the Arena Football League's 19th franchise, kicked off their Inaugural Season in February of 2004. The team plays home games at the Frank Erwin Special Events Center on The University of Texas campus.

### Quality of Life

Year after year the Austin area gets top marks for its quality of life. We're an eclectic city that supports innovative industries, A-list film productions, budding entrepreneurs and important academic pursuits. We're the country's 15th largest city but still offer all the positive attributes of a smaller town, from low crime rates to affordable housing to outstanding schools. And it all happens within a setting of lush green hills, cool natural springs and hundreds of miles of hike and bike trails. The low cost of living is another advantage. The National Association of Home Builders reports that the median home price in Austin was \$176,000 in 2009, while the national median was \$180,000. Furthermore, Central Texans enjoy some of the lowest state and local taxes in the nation, ranking 47th among the 50 states in taxes paid per \$1,000 of personal income. What better balance can a city offer

In the State Capital of Texas, we pride ourselves on being far from ordinary. In fact, we celebrate being "weird." Austin is a hot spot for creativity and embraces its community of musicians, artists, entrepreneurs and progressive thinkers. Austin is consistently recognized as the region having the most inventive, creative, wired, rockin', educated, fit and loved.

than being both the 'Best Place for Business and Careers' and the 'Live Music Capital of the World'? Austin pleases all in rankings ranging from 'Best City for Relocating Families' to 'Best Cities for Singles'. Some of the other accolades awarded to the Austin area in the past year are...

- Austin ranks 1st on the list of the Best Cities for the Next Decade by Kiplinger's Personal Finance, July 2010
- Austin ranks 1st on the list of the Ten Best Places for Your Future by Kiplinger's Personal Finance, July 2010
- Austin ranked #2 on the list of America's Most Innovative Cities by Forbes, May 2010
- Austin ranked as the #3 Dog-Friendly City in the US by dogfriendly.com, May 2010
- Tx ranked one of country's Best State Tax Systems for Entrepreneurship & Small Business by Small Business & Entrepreneurship Council, May 2010
- UT ranked in the Top 10 CEO Undergraduate Alma Maters in Bloomberg Businessweek, May 2010
- Austin took the #10 spot on the American College of Sports Medicine's American Fitness Index, May 2010
- Austin ranked in the Top 10 for Best Quality of Life by Portfolio.com, May 2010
- Austin ranked as the Best Big City for Jobs in Forbes, April 2010
- Austin ranks in the Top 10 of Forbes' annual Best Places for Business & Careers. Forbes, April 2010
- The American Lung Association's State of the Air 2010 report ranked Austin among the Cleanest Air Cities. April 2010
- Austin places in the Top 10 of the Best Places to Live by RelocateAmerica.com, April 2010
- Austin ranked in the Top Ten U.S cities for Hispanics to Live and Work by Popular Hispanics, April 2010
- Austin is a Top 10 Destination in U-Haul's National Migration Trend Report. UHaul, April 2010
- Austin places 3rd among 20 Cities That Are Having An Awesome Recovery in Business Insider, March 2010
- The Austin-Round Rock area tied for first on Forbes' list of large metros where the recession is easing. March 2010
- Austin ranks #1 in the nation for young adults on Portfolio.com, March 2010
- Austin tied for #1 in Forbes' list of Cities Where the Recession is Easing. Forbes, March 2010
- Austin ranks #2 in job growth among the top 50 major metropolitan areas by Texas Workforce Commission, March 2010
- Austin was ranked as the #5 city in the annual "100 Best Retirement Towns by TopRetirements.com, February 2010
- Austin has the Healthiest Housing Market for 2010. Builder Market Health Index, February 2010
- Austin's ranked as the Best Airport in North America & the 2nd Best in the World in its Size Class by Airports Council International, February,2010
- Budget Travel's Readers Choice Awards places Austin as the Best Local Music Scene. Budget Travel, February 2010
- Austin received the nation's top score for small-business vitality, according to a new Portfolio.com/bizjournals study, January 2010
- Austin is ranked the 5th Best City to Live, Work & Make Movies by Moviemaker Magazine, January 2010
- Austin ranks #2 among the Best Places to Retire & Row in the U.S by RowingandSculling.com, January 2010
- Austin was ranked Best City to Invest in Commercial Real Estate by Grubb & Ellis, January 2010
- Austin ranked as the 9th Easiest City to Find a Job by Juju.com, January 2010

## Neighborhoods

**Central Austin** - Central Austin is seeing a revitalization in its housing market, with several loft renovations and the introduction of new housing to historical structures such as the Brown Building. You can find apartment and condominium developments near the Central Business District, the Capitol Complex and the entertainment district, or you can choose to live in the historic communities that surround the University of Texas, where Victorian and craftsman-style homes are available.

**East Austin** - Diversity among the neighborhoods east of I-35 includes groundbreaking master-planned communities, neighborhoods that sprang up in the first half of the century and homes that reflect Austin's Victorian roots.

**West Austin** - West of downtown to Lake Travis, neighborhoods range from student rentals, and tastefully updated homes to some of the area's most exclusive environs.

**North Austin** - Close-in North Austin neighborhoods offer optimal access to the city's north industrial market at an affordable price. Many of the city's new apartment complexes are located in the North Austin area.

**Northwest Austin** - One of Austin's fastest-growing sectors, drawing services like Seton Northwest Hospital, as well as considerable retail attention.

**Far Northwest Austin** - Newly developed master-planned communities combine elegant new homes with substantial acreage and terrific access to the lakes, the wealth of retailers at Lakeline Mall and new employment centers.

**Lake Travis** - As Austin's first and one of its most elegant master-planned communities, Lake Travis offers residents superior access to lake recreation and numerous golf courses.

**South Austin** - Quirky and a little eccentric, South Austin features the eclectic SOCO shopping district (check out First Thursdays), older close-in neighborhoods like Travis Heights and Zilker as well as the 4,000-acre master-planned community of Circle C Ranch.

**Far South Austin** -"Bedroom" communities like Manchaca, Buda and Kyle offer country living—from large "spreads" to cozy cottages—within easy reach of the city.

**Southeast Austin** - Southeast Austin is experiencing a transformation accompanying the airport and Advanced Micro Devices' chip plant.

**Southwest Austin** -Southwest Austin offers extraordinary natural beauty of the Texas Hill Country and the challenges of strict environmental ordinances.

**San Marcos** - The city of San Marcos, south of Austin, is a charming community with a river winding its way through small streets and a historic university reigning on the hill. With shady streets and friendly neighbors, San Marcos attracts many who want to escape the everyday bustle of the big city. Affordable homes are available in master-planned communities.

## Business Overview

Austin is defined by stunning growth, lower business and living costs and a well educated youthful population. Austin possesses an infrastructure that is ready to support local businesses. We have the telecommunication, transportation, electric and water capacities to support major industry and offer a favorable tax environment for business. More than 18 companies have moved offices or headquarters to Austin in 2010 putting the city on track for record breaking relocation.

Austin hosts a highly educated, bilingual, multi-tiered workforce, a robust technology and transportation infrastructure and a passion for success. Our population offers skill sets that range from high-end technology design, development and marketing to back-office operations that help customers with everything from banking services to video game advice.